

# Desktop Processor Market Strategy & Roadmap

*No NDA Required*

May 7<sup>th</sup>, 2002

# Market Strategy & Product Positioning



## Desktop Computers

- Sustain and grow AMD's strong position in consumer and small and medium business desktop markets with the **Athlon™ XP** processor and its **QuantiSpeed™** architecture



## Mobile Computers

- Advance with the **Athlon™ 4** processor and its battery-saving **PowerNow!™** technology into the mobile market



## Servers / Workstations

- Continue to position the **Athlon™ MP** processor as the highest performance, scalable dual processor platform for servers and workstations
- Leverage AMD **x86-64 technology** in the Hammer family to provide leading performance on 32-bit applications while enabling a seamless transition to 64-bit computing

## Information Access Devices

- Leverage CPG x86 cores to participate in the emerging category of **Information Access Devices**

# The Stability and Longevity of Socket A



AMD's established Socket A platforms provide one of the most stable PC infrastructures

Socket A platforms are supported across all product offerings

***Desktop / Mobile / Workstation / Server***

Supported by a wide array of motherboards

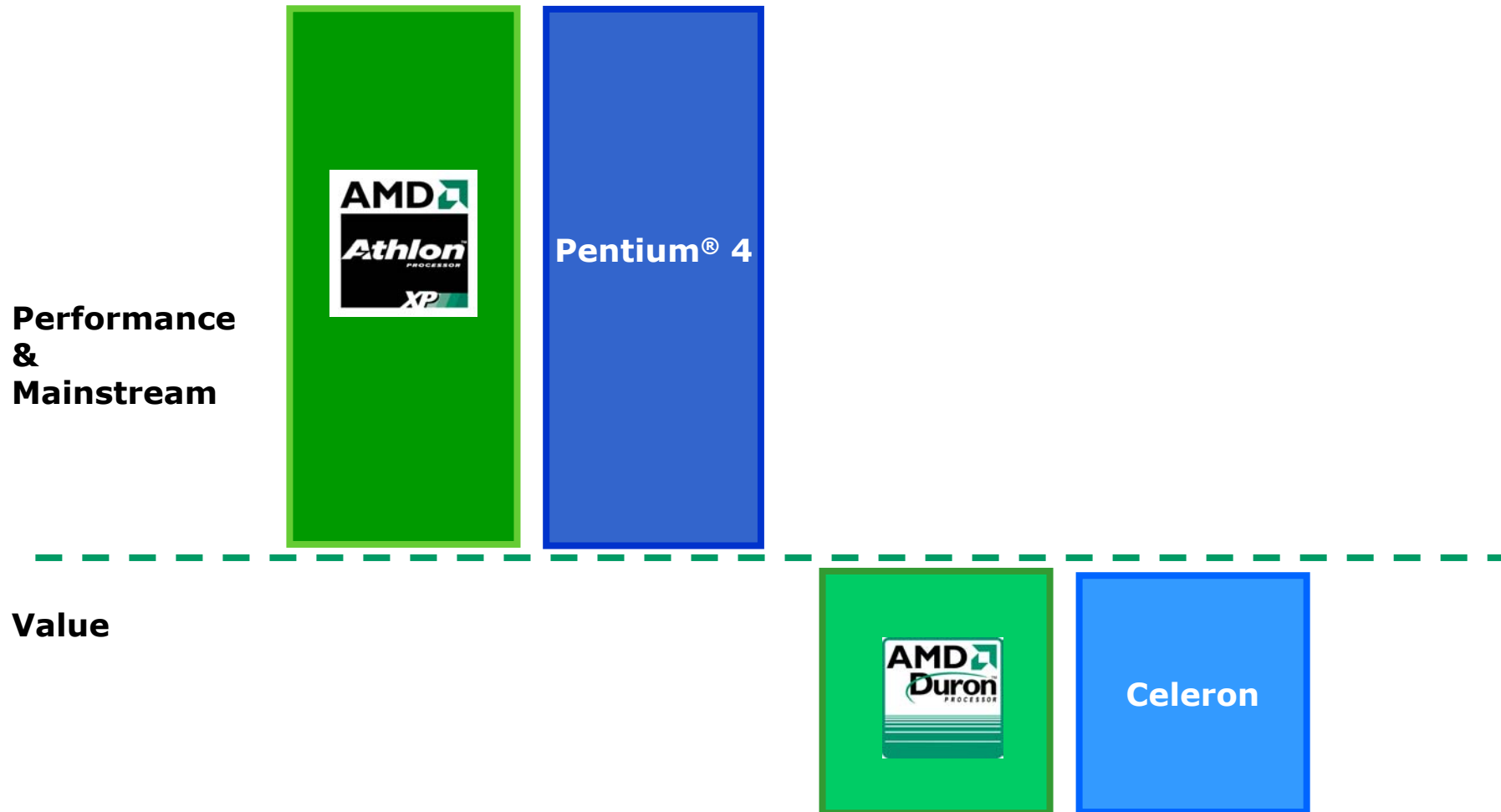
- More than 50 vendors with 300+ Socket A motherboards
- Validated by AMD and our third-party partners

AMD's Socket A platform is planned to be stable and unchanging through 2002 and beyond.

- Sustained with solid chipset backing
- Strengthened by established software (BIOS) images



# AMD Desktop Processor Positioning



# Desktop Processor Roadmap



**EXTREME  
PERFORMANCE**  
for Windows® XP



**Microsoft recently extended the  
Designed for Windows® XP  
logo program to include CPUs  
again**

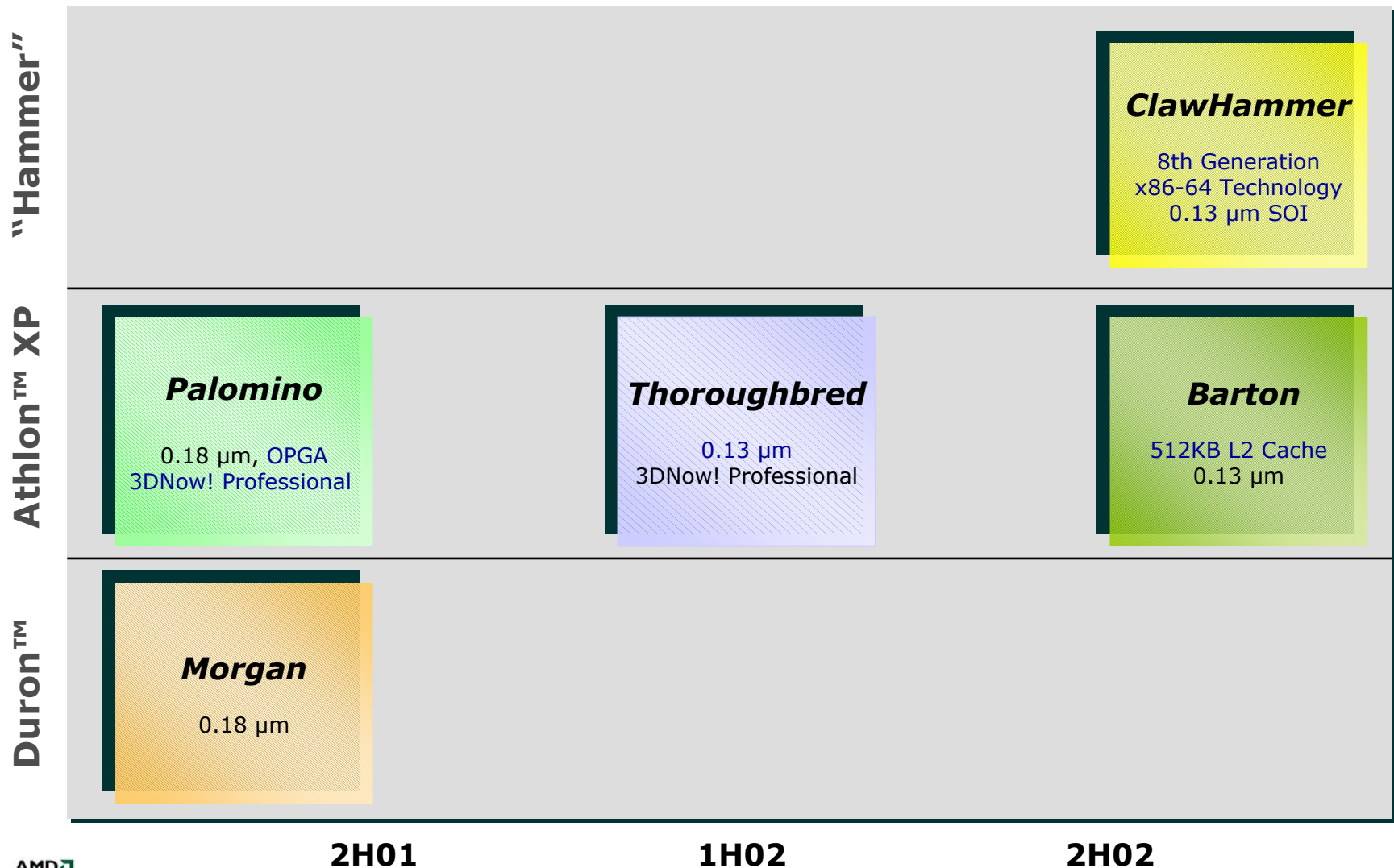
**The AMD Athlon XP processor  
was certified to use the  
Designed for Windows® XP  
logo at launch.**

**"... Windows XP operating system has been tailored to take advantage of the unique capabilities of the AMD Athlon XP processor, resulting in a great end-user experience."**

*John Frederiksen, General Manager, PC Experience, Microsoft.*

Oct 9, 2001, AMD Press Release: "AMD unveils new AMD Athlon™ XP processor; drives initiative to develop new processor performance metric"

# AMD Desktop Processor Core Roadmap



2H01

1H02

2H02



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# The Evolution of the Extreme Processor



Technical Specs

Key Features

	AMD Athlon™ (Thunderbird)	AMD Athlon™ XP (Palomino)	AMD Athlon™ XP (Thoroughbred)
Infrastructure	Socket A	Socket A	Socket A
Process Technology	0.18 micron	0.18 micron	<b>0.13 micron</b>
# of Transistors (die size)	37 million (120 mm <sup>2</sup> )	<b>37.5 million (128 mm<sup>2</sup>)</b>	37.5 million (80 mm <sup>2</sup> )
Relative Power*	--	<b>~20% reduction (vs. Thunderbird)</b>	<b>~20% reduction (vs. Palomino)</b>
Enhanced Thermal Control Features	<b>No</b>	<b>Thermal diode</b>	Thermal diode
QuantISpeed™ Architecture	No	<b>Yes</b>	Yes
High-Performance Full Speed Cache	128KB L1 Cache 256KB L2 Cache 384KB Total Cache	128KB L1 Cache 256KB L2 Cache 384KB Total Cache	<b>128KB L1 Cache 256KB L2 Cache 384KB Total Cache</b>
Advanced Front-Side Bus	200MHz & 266 MHz	<b>266MHz</b>	266MHz
3D and Multimedia Instructions	<b>Enhanced 3DNow!™ technology</b>	<b>3DNow! Professional technology</b> (w/ SSE compatibility)	3DNow! Professional technology (w/ SSE compatibility)

**AMD delivers greater performance and benefits with each new generation**

\* Power reduction when rated at same frequency and voltage.



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# Desktop Roadmap

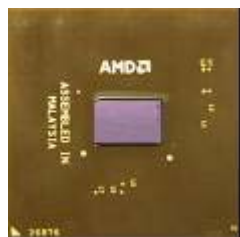
## Near-Term Transitions



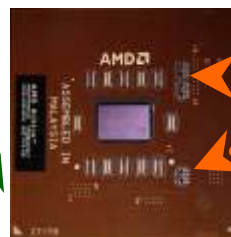
### Thoroughbred

- Initial product launch will include processors up to Athlon™ XP 2200+ (1800 MHz)
- CPUID changes to 680h, requiring a system BIOS modification
- Palomino's core voltage is 1.75V, Thoroughbred's core voltage is ...
  - 1.65V for Athlon™ XP 2200+ and higher
  - 1.60V for Athlon™ XP 2000+ and 2100+
  - 1.50V for Athlon™ XP 1700+, 1800+ and 1900+
- To support 2.0GHz operation, the onboard voltage regulator must be capable of supplying 45 amps
- Passive components return to the top of the package

Athlon™ XP with the  
"Palomino" core



Athlon™ XP with the  
"Thoroughbred" core



- Model branding has moved to the **black block** on top of the package

# Desktop Platform Information

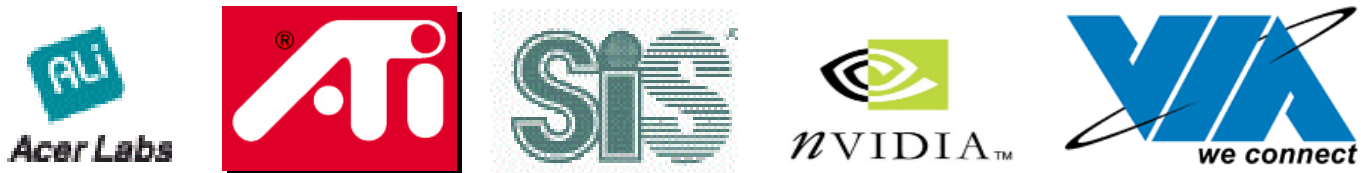
## OEM Systems

- Availability planned from multiple OEMs worldwide

## Channels

- Retail
- Direct
- System Builders

Broad chipset support



# Motherboards for Athlon™ & Duron™ Processors



AMD provides a listing of recommended motherboards to work with the Athlon and Duron processors

- Athlon Motherboards - <http://www1.amd.com/athlon/mb1>
- Duron Motherboards - <http://www1.amd.com/duron/mb1>
- Listed are motherboards from the industry's leading platform vendors, including...



- AMD continues to evaluate new motherboards and vendors

## **Positioned to grow performance desktop PC market share**

- AMD Athlon XP processors in Socket A DDR infrastructure deliver leadership performance at affordable prices

## **Positioned to grow significant market share in mobile**

- Athlon 4 and Duron processors provide high performance, low power solutions for both the performance and value notebooks

## **Positioned to penetrate Appliance / 1-2P servers & workstations**

- The Athlon MP processor enables the first multiprocessing solution from AMD

***AMD processors enable stable, high volume, cost effective infrastructure solutions***

- **DDR platforms for performance PCs**
- **UMA platforms for value PCs**

Thank You

# Cautionary Statement



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